

Historic, Archive Document

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1941-42



We present our four-color photograph of **JUMBO MASTODON PANSIES** selected from our seed fields, actual size.

Lest You Forget! We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

Steele's Pansy Gardens

SINCE 1893

E. J. STEELE,
Manager

M. I. STEELE,
Secretary

ISABELLE STEELE LAYMAN,
Auditor

DONALD M. STEELE,
Production Manager and
Supt. Test Gardens.

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
 2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.
- Air Mail Orders from Atlantic States Reach Us in 20 Hours. On Air Mail Orders Add 6 cents per oz.**



E. J. STEELE

WE ARE all sold on the gigantic size, beauty and outstanding quality of Turner mums, King Alfred daffodils, Laddie Carnations, or American Beauty roses, but we do not all know as yet that mastodon Jumbo pansies belong in the above class of Floral Aristocrats!

Ten years ago we knew its class and now thousands know because they have seen them grow. "Seeing is believing!" As originators of Jumbos we want you to see them grow; preferably in our gardens, in your gardens, or in anybody's gardens. Quality always commands attention interest and builds desire. Super quality in flowers is what charms the lover of flowers and creates the ambition to produce the best that money can buy.

So it is that Jumbo is a "top hat" strain built up to please the "top hat" customer but originated by a real dirt farmer.

Come and see them in all their glory now and if you come early you'll find them in bloom ahead of nearly all other strains.



Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches. Treat seed with Semesan.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **VERY SPARINGLY**.

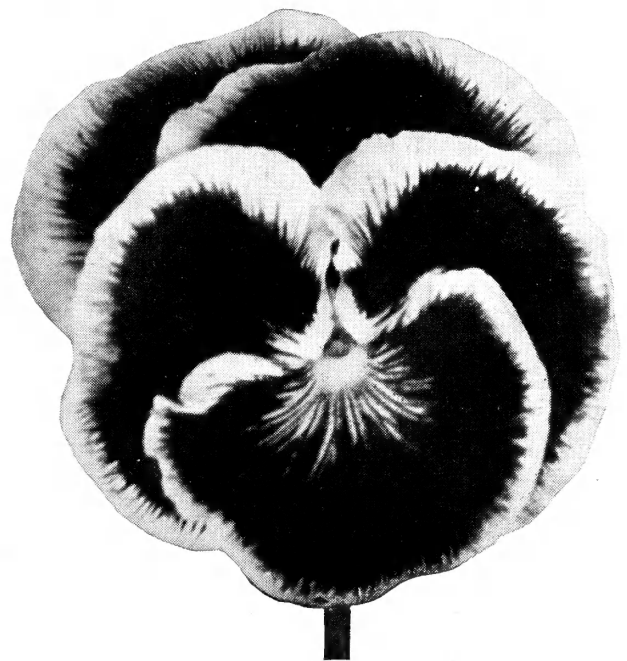
Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. **WE USE 125 TO 150 SQUARE FEET TO SOW AN OUNCE OF SEED BROADCAST.**

CAUTION — Alternate your pansy crop with some other crop.

THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

E. J. Steele
Manager

Owing to uniformity required in producing separate colors, the average size is not equal to the types of flowers found in our mixtures. We strongly advise mixtures for your main crop, and you save money thereby.



One of "Bud's" Mastodons

Due to partial crop failure these prices will
cancel all previous quotations

Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1942 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE
"STEELE'S MASTODON." See Page 1.

Jumbo Mixed—Our own origination. Very early blooming strain. Some field plants producing flowers up to five inches in diameter. Many new and unique colors this year. Price: 1/16 oz. \$1.25; 1/8 oz. \$2.25; 1/4 oz. \$4.00; 1/2 oz. \$7.50; oz. \$14.00; 2 oz. \$27.00; 4 oz. \$47.50.

Super Maple Leaf Mixed—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.75; 1/2 oz. \$5.25; 1 oz. \$10.00; 2 oz. \$18.50; 4 oz. \$35.00.

Super Swiss "400" Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00.

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Large. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; oz. \$9.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.00; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

Masterpiece—Long stems. Mostly dark colors. Ruffled. For greenhouse only. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.25; 1/2 oz. \$4.25; 1 oz. \$8.00.

Mlle. Irene—Price same as Masterpiece.

Improved 1937 Adonis—Light blue and lavender shades. Many ruffled types never before shown in this strain.

Golden Gate—A monster Golden Yellow. Dark center.

Isabelle—A ruffled bronze and yellow.

Grand Duke Michel—All white.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Bronze—Very large. Many shades.

Black—Nearly all jet black.

The price of each of the six varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above.

OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE
RESPONSIBLE ONLY FOR THE VALUE OF THE SEED.